

Claims

What is claimed is:

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- 1 1. A method performed by a computer system, comprising:
2 storing a version of a mass-produced printed paper; and
3 forming a reference within the version, the reference being associated with an
4 operation and at least a portion of the version, the version being displayable on a display
5 device as a likeness of the paper, and the portion being selectable to cause performance of the
6 operation.
- 1 2. The method of Claim 1 wherein the forming comprises:
2 forming the reference within the version, wherein the portion is displayable on the
3 display device as a likeness of an advertisement within the paper.
- 1 3. The method of Claim 2 wherein the forming comprises:
2 forming the reference within the version, wherein the reference specifies a hyperlink
3 to a website associated with the advertisement.
- 1 4. The method of Claim 1 wherein the forming comprises:
2 forming the reference within the version, wherein the reference specifies a hyperlink
3 to a website, and wherein the operation includes displaying the website.
- 1 5. The method of Claim 1 wherein the forming comprises:
2 forming the reference within the version, wherein the reference specifies a file, and
3 wherein the operation includes displaying the a visual image in response to the file.
- 1 6. The method of Claim 1 wherein the forming comprises:
2 forming the reference within the version, wherein the reference specifies a file, and
3 wherein the operation includes outputting audio signals in response to the file.

1 7. The method of Claim 1 wherein the forming comprises:
2 forming the reference within the version, wherein the reference specifies a script, and
3 wherein the operation includes executing the script.

1 8. A system, comprising:
2 a computing device for:
3 storing a version of a mass-produced printed paper; and
4 forming a reference within the version, the reference being associated with an
5 operation and at least a portion of the version, the version being displayable
6 on a display device as a likeness of the paper, and the portion being selectable
7 to cause performance of the operation.

1 9. The system of Claim 8 wherein the portion is displayable on the display device as a
2 likeness of an advertisement within the paper.

1 10. The system of Claim 9 wherein the reference specifies a hyperlink to a website
2 associated with the advertisement.

1 11. The system of Claim 8 wherein the reference specifies a hyperlink to a website, and
2 wherein the operation includes displaying the website.

1 12. The system of Claim 8 wherein the reference specifies a file, and wherein the
2 operation includes displaying the a visual image in response to the file.

1 13. The system of Claim 8 wherein the reference specifies a file, and wherein the
2 operation includes outputting audio signals in response to the file.

1 14. The system of Claim 8 wherein the reference specifies a script, and wherein the
2 operation includes executing the script.

1 15. A computer program product, comprising:
2 a computer program processable by a computer system for causing the computer system to:
3 store a version of a mass-produced printed paper; and
4 form a reference within the version, the reference being associated with an operation
5 and at least a portion of the version, the version being displayable on a display
6 device as a likeness of the paper, and the portion being selectable to cause
7 performance of the operation; and
8 an apparatus from which the computer program is accessible by the computer system.

1 16. The computer program product of Claim 15 wherein the portion is displayable on the
2 display device as a likeness of an advertisement within the paper.

1 17. The computer program product of Claim 16 wherein the reference specifies a
2 hyperlink to a website associated with the advertisement.

1 18. The computer program product of Claim 15 wherein the reference specifies a
2 hyperlink to a website, and wherein the operation includes displaying the website.

1 19. The computer program product of Claim 15 wherein the reference specifies a file, and
2 wherein the operation includes displaying the a visual image in response to the file.

1 20. The computer program product of Claim 15 wherein the reference specifies a file, and
2 wherein the operation includes outputting audio signals in response to the file.

1 21. The computer program product of Claim 15 wherein the reference specifies a script,
2 and wherein the operation includes executing the script.